



# TALK 92.7 FM & WTTN 1580 AM

Madison's Home for Progressive News/Talk Radio

## TALK 92.7 FM – Madison

Call letters: WTTN Radio Frequency: 92.7 FM Power: 250 watts

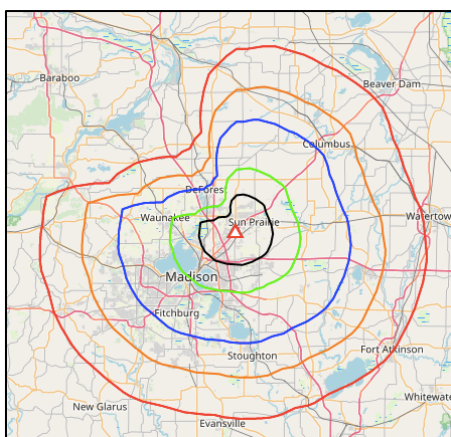
Streaming: 24/7 Website: [www.talk927fm.com](http://www.talk927fm.com)

## 1580 AM Columbus/Madison

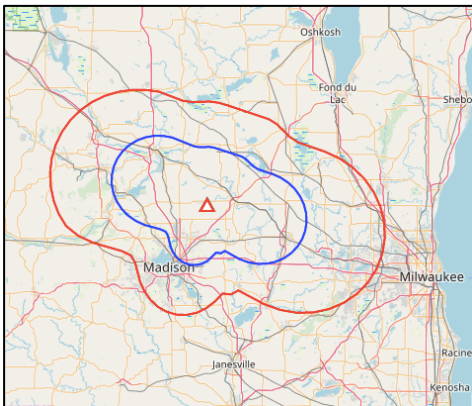
Call letters: WTTN Radio Frequency: 1580 AM Power: 5,000 watts

Streaming: 24/7 Website: [www.talk927fm.com](http://www.talk927fm.com)

### FM Signal Coverage Map



### AM Signal Coverage Map



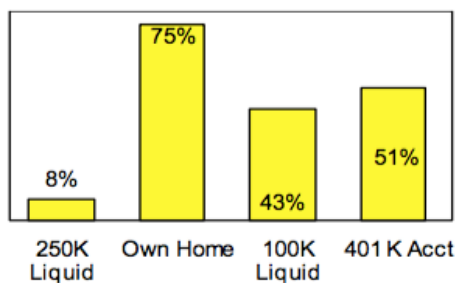
### Historical Listener Profile

72% with HHI over \$50,000  
 41% with HHI over \$75,000  
 Gender: Female 51% Male 49%  
 Median Age: 40  
 Homeowners: 76%  
 Median Income: \$67,850

### Occupation

White Collar	48%
Professional/Technical	7%
Proprietors/Managers	6%
Blue Collar	24%
Sales	36%

### Money Matters



### Live Weekday Line-Up

6-8 AM – The Santita Jackson Show (N)  
 8-11 AM – The Stephanie Miller Show (N)  
 11-2 PM – The Thom Hartman Show (N)  
 2-3 PM – Matt Flynn - Direct  
 3-6 PM – The Devil's Advocates  
 6-7 PM – Tuesdays; Busted Pencils with Dr. Timothy Slekar

6-7 PM – Thursdays & Fridays; Daun of the Resistance with Attorney Maggie Daun  
 7-8 PM – Democracy Now! (N)

*N = Nationally Syndicated Show*

## Station Sponsorship & Advertising

Summer 2020

TALK 92.7 FM – Madison, WTTN 1580 AM  
6418 Normandy Lane  
Suite #220  
Madison, WI 53719



TALK 92.7 FM – Madison provides a number of options for businesses, non-profits, and other groups to advertise on our broadcast. From prepare packages outlined below to customized packages with placed advertisements in specific time blocks, TALK 92.7 FM will work with your organization to put your message in front of our listenership.

**Bronze Partnership:** \$700 per month, includes 30 peak hour commercial spots, 20 non-peak hour commercial spots, and a new sponsor interview on-air.

**Silver Partnership:** \$1,250 per month, includes 60 peak hour commercial spots, 40 non-peak hour commercial spots, a new sponsor interview on-air, with an additional on-air interview per quarter.

**Gold Partnership:** \$1,850 per month, includes 120 peak hour commercial spots, 80 non-peak hour commercial spots, a new sponsor interview on-air, with an additional interview per month.

**Platinum Branded Partnership:** \$2,500 per month, includes 200 peak hour commercial spots, 120 non-peak hour commercial spots, a new sponsor interview on-air, with additional interviews every month and a branded hour each day named after sponsorship, i.e. "The 5 O'clock Happy Hour brought to you by: (Sponsor)."

**Customized Partnership:** Outside of our standard packages, TALK 92.7 FM offers the following prices for customized packages with ads placed during specific time blocks to maximize your organization's reach to our listenership. Customized packages not available during political windows.

<i>Length of Ad</i>	<i>Drive Time</i>	<i>Mid-Day</i>	<i>Overnight</i>	<i>Weekend</i>
<i>30 Second</i>	\$40	\$25	\$20	\$20
<i>60 Second</i>	\$75	\$45	\$35	\$35

*Peak hours are Monday through Friday, 6:00 am to 7:00 pm. Drive Time is defined as 6:00 to 10:00 am and 2:00 to 6:00 pm. Non-peak hours are Overnight and Weekends.*

**On-Air Interviews and Event Promotion starting at \$400.**

**Live Event Broadcasts starting at just \$750.**

For more information, please contact Luke Mathers, Director of Sales and Marketing  
Email: [luke@talk927fm.com](mailto:luke@talk927fm.com) Office: (608)819-8255 Mobile: (414)520-9222